HEALTH FOR A CHANGE

Kentucky Inspired: Whitesburg, Food & Community

June 26, 2020

Foundation for a Healthy Kentucky's MISSION

To address the unmet health needs of Kentuckians

Need More Acres Farm, Allen County
Foundation for a Healthy Kentucky's MISSION

By...
- Developing and influencing policy
- Improving access to care
- Reducing health risks and disparities
- Promoting health equity

www.healthy-ky.org

Area Development Districts welcome.
- Buffalo Trace
- FIVECO
- Gateway
- Cumberland Valley

Join us!
www.smokefreetomorrow.org

COALITION FOR A
SMOKE-FREE TOMORROW
www.healthy-ky.org/events/health-for-a-change

Webinar July 10 11AM ET Kentucky Inspired: A Kentucky Farmer’s Response to COVID-19 and Food Justice

Near More Acres Farm, Allen County
www.healthy-ky.org/events/health-for-a-change

FOUNDATION FOR A HEALTHY KENTUCKY
KENTUCKY INSPIRED
WHITEBURG: FOOD AND COMMUNITY
VALERIE HORN

Appalachian Groundswell,
Community Engagement:

Cowan Community Action Group, Inc.
Director
Whitesburg Farmers Market
Board Chair
Community Agricultural
Nutritional Enterprises, Inc.
Board Chair
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806-634-9468

Photo by Malcolm Wilson, Humans of Central Appalachia

LETCHER COUNTY
WHITESBURG, KENTUCKY

- Whitesburg, population 1,843, county seat of Letcher County, population 21,553 is at the foothills of Pine Mountain on KY/VA border.
- Per capita income: $18,811.00
- Unemployment rate: 8.0% (2019)
- Children in Poverty: 2,116 (2018)
- Free/Reduced Lunch Rate: 73%
- SNAP Recipients: 6,862 (2017)

Source: Economic Research
<table>
<thead>
<tr>
<th>Health Indicator</th>
<th>Letcher County</th>
<th>Kentucky</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premature Death (years lost per 100,000)</td>
<td>32,289</td>
<td>9,034</td>
</tr>
<tr>
<td>Less than Good Health (% Adults)</td>
<td>37%</td>
<td>23%</td>
</tr>
<tr>
<td>Prevalence of Diabetes (% Adults)</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td>Prevalence of Hypertension (% Adults)</td>
<td>56%</td>
<td>39%</td>
</tr>
<tr>
<td>Heart Disease Deaths (per 100,000)</td>
<td>148</td>
<td>195</td>
</tr>
<tr>
<td>Stroke Deaths (per 100,000)</td>
<td>40</td>
<td>39</td>
</tr>
<tr>
<td>Prevalence of Obesity (Percent Adults)</td>
<td>40%</td>
<td>35%</td>
</tr>
<tr>
<td>Prevalence of Overweight (Percent Adults)</td>
<td>75%</td>
<td>68%</td>
</tr>
<tr>
<td>Lack of Physical Activity</td>
<td>44%</td>
<td>32%</td>
</tr>
<tr>
<td>Recommended Fruit/VEgetable Intake</td>
<td>8%</td>
<td>9%</td>
</tr>
</tbody>
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**Cowan and Berea Connecting**

![Map Image]
COWAN COMMUNITY ACTION GROUP, INC.

Grow Appalachia
Cowan Community Center

- 8th as a Grow Appalachia site.
- 400 families served
- Free soil preparation
- Free organic garden products
- Cash for crops
- 129,000 lbs. of produce harvested in 2017.
- Best practices in sustainable and organic gardening
- Food preservation workshops, with 2,400 jars of produce canned
- Farmers Market Support
- Grower support/ certification fees, etc.
FOOD PRESERVATION
COWAN CREEK CANNERS

COWAN COMMUNITY ACTION GROUP, INC.

1960-Present
SUMMER FEEDING PROGRAM
Youth <18 eat free at the market.
USDA Summer Feeding Site
Sponsored by Covey Community Action Group, Inc.
Letcher County Free/Reduced rate is 72%. All students in LCCPS receive Free lunch.
Mountain Comprehensive Health a Corporation and UK sponsors when summer program ends.
Produce purchased from growers and prepared by volunteers workers on site in food booth donated by Kentucky State University.
Over 2,400 meals served in 2017.

UK TANGLEWOOD TRAIL WALKING PROGRAM
PROVIDING A $10 VOUCHER SIGNIFICANTLY IMPROVED SEVERAL MEASUREMENTS FROM PRE- TO POST-INTERVENTION IN BOTH GROUPS (TOTAL CHOLESTEROL, LDL CHOLESTEROL, HDL CHOLESTEROL, A1C). BUT IT SEEMS THAT WALKING REALLY MADE THE DIFFERENCE IN INCREASING HDL CHOLESTEROL AS ONLY THE WALKERS SIGNIFICANTLY INCREASED THEIR HDL CHOLESTEROL FROM PRE- TO POST-INTERVENTION.
WE ALSO SAW THE OTHER MEASUREMENTS NUDGE IN THE DIRECTION OF DECREASES, BUT THEY WERE NOT SIGNIFICANT DECREASES.
FARMACY

YOUR PRESCRIPTION FOR LOCAL HEALTHY FOOD
A prescription to spend at the Letcher County Farmers’ Market.

A PRESCRIPTION FOR BETTER HEALTH

FARMACY
Farmacy at the Market

Market Roles and Responsibilities
- Build Relationship with Medical Care Provider
- Understand their goals
- Get Grower Support
- Meet Supply Demands
- Interact w/Patients
- Meet Special Needs
- Supply Financial Reports
- Reimburse Growers
- Maintain Financial Records
- Manage the Demand
- Relationships

Communicate w/ Harvest
Identify and Recruit Patients
Obtain Prog/Port/Hand Measures
Pressure Funding w/Market & CFA
Review Prescriptions Weekly
Monitor Patient Redemption
Provide Funding, Market Reports to Funders
Connect w/support Growers

Market Support
Family/Workers @ NCHS
Shift Reports @ Market (1)
W/Mark
FARMACY PROGRAM AT THE MARKET

STEP 1: PATIENTS PRESENT PRESCRIPTION TO MARKET MANAGER
STEP 2: MANAGER REDEEMS FOR MARKET MONEY
STEP 3: CUSTOMER PURCHASE FRESH FRUITS/VEGETABLES
STEP 4: GROWERS REDEEM MARKET MONEY AT THE END OF THE MARKET

COMMUNITY AGRICULTURAL NUTRITIONAL ENTERPRISES, INC
THOUGHTS

TODAY: Survey Via Email

✓ Give your feedback
✓ Suggest future topics
✓ Only 3 minutes
www.healthy-ky.org

CONTACT

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